

Appl. No. 09/629,553

Amdt. Dated 6/10/2005

Response to Office action dated 05/06/2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently amended): A method of displaying advertisements to a user of an online service using a client application on a local device, the local device including an input device and an output device, the user using the local device for accessing an online server associated with the online service and providing interaction with the online service, the method comprising the steps of:

the client application activating;

the client application establishing a communication channel from the local device to the online server;

a browser application activating;

the client application causing at least one advertisement to be displayed on the output device of the local device in accordance with a play list;

the client application monitoring the user's interaction with the local device with respect to the client application and thereby detecting whether the user is interacting with the online service, wherein interaction is manipulating the input device;

if the user has not interacted with the local device with respect to the client application for a predetermined amount of time, the client application pausing the play list and causing a dialog to be displayed on the output device of the local device, wherein the dialog notifies the user that the user has been inactive with respect to the online service, and wherein a display associated with a resource locator is displayed in the dialog.

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Claim 2 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 1, wherein the resource locator is associated with an advertisement.

Claim 3 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 1, wherein the display of at least one advertisement operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed.

Claim 4 (Previously presented): A method of displaying advertisements to a user of an online service using a client application on a local device, the local device including an input device and an output device, the user using the local device for accessing an online server associated with the online service and providing interaction with the online service, the method comprising the steps of:

- the client application activating;
- the client application establishing a communication channel from the local device to the online server;
- a browser application activating;
- the client application causing at least one advertisement to be displayed on the output device of the local device;
- the client application monitoring the user's interaction with the local device with respect to the client application and thereby detecting whether the user is interacting with the online service, wherein interaction is manipulating the input device;
- if the user has not interacted with the local device with respect to the client application for a predetermined amount of time, the client application causing a dialog to be displayed on the output

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device of the local device, wherein the dialog notifies the user that the user has been inactive with respect to the online service, and wherein a display associated with a resource locator is displayed in the dialog;

wherein the display of at least one advertisement operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed;

the client application pausing the play list if the user has not interacted with the local device with respect to the client application for the predetermined amount of time.

Claim 5 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 1, wherein at least one advertisement is displayed in a client window displayed by the client application.

Claim 6 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 5, wherein the client application determines that the user has not interacted with the local device with respect to the client application for a predetermined amount of time if the user has not clicked on an advertisement in the client window within the predetermined amount of time.

Claim 7 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 5, wherein the client window includes a plurality of user-selectable icons, each icon being associated with a given function of the client application, and wherein the client application determines that the user has not interacted with the

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local device with respect to the client application for a predetermined amount of time if the user has not clicked on any of the icons within the predetermined amount of time.

Claim 8 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 1, wherein the client application establishes the communication channel by creating a physical link between the local device and the online server via a public switched telephone network.

Claim 9 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 1, wherein the client application establishes the communication channel via a cable modem connection.

Claim 10 (Currently amended): A method of displaying advertisements to a user of an online service using a client application on a local device, the local device including an input device and an output device, the local device having a continuous communications link to an online server associated with the online service, the user using the local device for accessing the online service and providing interaction with the online service, the method comprising the steps of:

the client application activating;

a browser application activating;

the browser application displaying a browser window on the output device of the local device;

the client application causing at least one advertisement to be displayed in a client window on the output device of the local device in accordance with a play list;

the client application monitoring the user's interaction with the client window and thereby detecting whether the user is interacting with the online service, wherein interaction is manipulating the input device;

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the client application removing the client window from the output device of the local device and pausing the play list if the user has not interacted with the client window for a predetermined amount of time.

Claim 11 (Canceled)

Claim 12 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 10, the method further comprising, after the client window had been removed from display on the local device, the client application re-displaying the client window on the output device of the local device if the user interacts with the browser application.

Claim 13 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 10, wherein the display of at least one advertisement operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed.

Claim 14 (Previously presented): A method of displaying advertisements to a user of an online service using a client application on a local device, the local device including an input device and an output device, the local device having a continuous communications link to an online server associated with the online service, the user using the local device for accessing the online service and providing interaction with the online service, the method comprising the steps of:

the client application activating;

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a browser application activating;

the browser application displaying a browser window on the output device of the local device;

the client application causing at least one advertisement to be displayed in a client window on the output device of the local device;

the client application monitoring the user's interaction with the client window and thereby detecting whether the user is interacting with the online service, wherein interaction is manipulating the input device;

the client application removing the client window from the output device of the local device if the user has not interacted with the client window for a predetermined amount of time;

wherein the display of at least one advertisement operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed;

the client application pausing the play list if the user has not interacted with the local device with respect to the window within the predetermined amount of time.

Claim 15 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 10, wherein the client application causes the client window to be displayed on top of the browser window on the output device and prevents any other window which might be caused to be displayed on the output device from being displayed on top of the window.

Claim 16 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 15, wherein the client application allows

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other windows to be displayed on top of the client window if the user has not interacted with the client window within the predetermined amount of time.

Claim 17 (Previously presented): A method of displaying advertisements to a user of an online service using a client application on a local device, the local device including an input device and an output device, the user using the local device for accessing an online server associated with the online service and providing interaction with the online service, the method comprising the steps of:

the client application activating;

the client application establishing a communication channel from the local device to the online server;

a browser application activating;

the client application causing advertisements to be displayed in a window on the output device of the local device, wherein the display of advertisements operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed

the client application monitoring the user's activity with the local device with respect to the client application and thereby detecting whether the user is interacting with the online service, wherein activity is manipulating the input device;

the client application pausing the play list if the user has not interacted with the local device with respect to the client application for a predetermined amount of time.

Claim 18 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 17, the method further comprising the client application displaying a dialog if the user has not interacted with the local device with respect to the client application for a predetermined amount of time, wherein the dialog provides the user

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with notification that the user has not interacted with the local device with respect to the client application for the predetermined amount of time and wherein an advertisement is displayed in the dialog.

Claim 19 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 17, wherein the window is a client window displayed by the client application.

Claim 20 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 17, the method further comprising the client application closing the communication channel if the user has not interacted with the local device with respect to the client application for a predetermined amount of time.

Claim 21 (Previously presented): The method of displaying advertisements to a user of an online service using a client application on a local device of claim 20, wherein the client application establishes a communication channel from the local device to the online server via telephone connection.

Claim 22 (Currently amended): A system for displaying advertisements to a user of an online service, the user utilizing a client application on a local device, wherein the local device displays advertisements from an online server associated with the online service, the system comprising a computer program product comprising a computer usable medium having software for causing the local device to:

establish a communication channel from the local device to the online server;
activate a browser application;

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display at least one advertisement in a window of an output device of the local device
in accordance with a play list;

monitor the user's interaction with the local device with respect to the client application and thereby detect whether the user is interacting with the online service, wherein interaction is manipulating an input device of the local device;

if it is determined that user has not interacted with the local device with respect to the client application for a predetermined amount of time, pause the play list and display a dialog on the output device of the local device, wherein the dialog notifies the user that the user has been inactive with respect to the online service, and wherein a display associated with a resource locator is displayed in the dialog.

Claim 23 (Previously presented): The system for displaying advertisements to a user of an online service of claim 22, wherein the resource locator is associated with an advertisement.

Claim 24 (Previously presented): The system for displaying advertisements to a user of an online service of claim 22, wherein the display of at least one advertisement operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed.

Claim 25 (Previously presented): A system for displaying advertisements to a user of an online service, the user utilizing a client application on a local device, wherein the local device displays advertisements from an online server associated with the online service, the system comprising a computer program product comprising a computer usable medium having software for causing the local device to:

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establish a communication channel from the local device to the online server;
activate a browser application;
display at least one advertisement in a window of an output device of the local device;
monitor the user's interaction with the local device with respect to the client application and thereby detect whether the user is interacting with the online service, wherein interaction is manipulating an input device of the local device;

if it is determined that user has not interacted with the local device with respect to the client application for a predetermined amount of time, display a dialog on the output device of the local device, wherein the dialog notifies the user that the user has been inactive with respect to the online service, and wherein a display associated with a resource locator is displayed in the dialog;

wherein the display of at least one advertisement operates in accordance with a first play list, the first play list comprising at least one ad object, each ad object comprising a resource locator for a given advertisement, a resource locator for a click-through associated with the given advertisement, and at least one display attribute for the given advertisement, the first play list further specifying an order in which the advertisements identified in the play list are to be displayed;

pause the play list if the user has not interacted with the local device with respect to the client application for the predetermined amount of time.

Claim 26 (Previously presented): The system for displaying advertisements to a user of an online service of claim 22, wherein the window is a client window displayed by the client application, and it is determined that the user has not interacted with the local device with respect to the client application for a predetermined amount of time if the user has not clicked on an advertisement in the client window within the predetermined amount of time.

Claim 27 (Previously presented): The system for displaying advertisements to a user of an online service of claim 22, wherein the window is a client window displayed by the client application, and the client window includes a plurality of user-selectable icons, each icon being associated with a

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given function of the client application, and wherein it is determined that the user has not interacted with the local device with respect to the client application for a predetermined amount of time if the user not has not clicked on any of the icons within the predetermined amount of time.

Claim 28 (Previously presented): The system for displaying advertisements to a user of an online service of claim 22, wherein the local device establishes the communication channel by creating a physical link between the local device and the online server via a public switched telephone network.

Claim 29 (Previously presented): The system for displaying advertisements to a user of an online service of claim 22, wherein the local device establishes the communication channel via a cable modem connection.